

Message Text

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44

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /014 W

----- 041713

R 081220Z JAN 74

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC

INFO SECSTATE WASHDC 1234

AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY OSLO

UNCLAS STOCKHOLM 0071

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: STC EXHIBITIONS: JUNE 1974

FOR BIC/OIM

REF: AJCAYA TELECON JANUARY 4

1. STC UNDERSTANDS AND ACCEPTS SHIFT DATES OF JUNE EVENTS PER TELECON AS FOLLOWS:

A. ELECTRO-OPTICS TO WEEK JUNE 24 - 28

B. APPAREL JEEP TO WEEK JUNE 10 - 14.

2. AS REGARDS ELECTRO-OPTICS EXHIBITION, WHILE NOT IDEAL DATES, STC BELIEVES EFFECTIVE PR PROGRAM TARGETED ON AUDIENCES IDENTIFIED IN OURTELS 4061, NOVEMBER 15 AND 4433, DECEMBER 13 SHOULD ENABLE EXHIBITORS ACHIEVE OBJECTIVES; HOWEVER, MIDSUMMER SWEDISH HOLIDAY JUNE 21 REQUIRES SPECIAL EFFORT ENSURE RECEIPT EXHIBITORS MATERIALS STOCKHOLM NO LATER THAN JUNE 17 IN ORDER COMPLETE SHOW MOUNTING. PRELIMINARY DISCUSSIONS NORDIC CA'S INDICATES DATE SHIFT ACCEPTABLE.

3. AS REGARDS APPAREL JEEP, STC BELIEVES THIS EVENT HAS SUBSTANTIAL POSSIBILITIES WITHIN SPECIFIED SIC RANGES IDENTIFIED, IN PART, IN STOCKHOLM'S A-445, NOVEMBER 30, 1973 AND A-455, DECEMBER 14, 1973. PRELIMINARY DISCUSSIONS WITH UNCLASSIFIED

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CA OSLO INDICATE MAY BE POSSIBLE ARRANGE JEEP IN TANDEM

STOCKHOLM/OSLO AS FOLLOWS:

A. STOCKHOLM JUNE 10 - 11

B. STRIKE/SHIPMENT OSLO JUNE 12 (SET UP NO LATER THAN MID-MORNING JUNE 13).

C. OSLO JUNE 13 (POSSIBLY HALF DAY) AND 14.

4. WHILE JEEP PROGRAM COSTS COVERED (AND COMMENTED UPON) IN OURTEL 1751, JUNE 3, 1972. STC SUGGESTS FUNDING SHIPMENT OSLO NOT COVERED WITHIN MEANING PARAGRAPH (3) (A) (10) REFTEL SINCE, AS MULTIPLE COUNTRY OFF-SITE JEEP, BUDGET MUST BE AUGMENTED COVER ADDITIONAL COSTS WHICH WILL BE SUBJECT SEPTTEL. PRELIMINARY ESTIMATE ADDITIONAL COSTS, OF COURSE, INCLUDE HOSPITALITY OSLO, PER DIEM STC STAFF SENT OFF-SITE ASSIST PROMOTION/MOUNTING AND TRANSPORTATION FOR TOTAL ESTIMATED INCREASE \$1,500. PRELIMINARY DISCUSSIONS HERE/OSLO SUGGEST MAY BE POSSIBLE HANDLE JEEP AS STM/JEEP WITH MAIN THRUST ON AGENCY-REP-FINDING AND THUS MAINLY ON APPOINTMENT BASIS.

5. WOULD APPRECIATE EARLY COMMENTS POINTS RAISED (3) AND (4).
OLSEN

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